

### **REMARKS**

Favorable reconsideration of this application is requested in view of the above amendments and the following remarks. Claims 1-23 and 53 are amended. Support for the amendments can be found at least on page 16, lines 20-22, pages 10-11 and Figs. 6A, 6B, 8 and 15 of Applicants' Specification. Claims 1-23 and 53 remain actively pending in the case. No new matter has been added. Reconsideration of the claim is respectfully requested.

In paragraph 1 on page 3 of the Office Action, claims 1-7 were rejected under 35 USC § 103 as being unpatentable over Nelson et al. (3,895,220). In paragraph 2 on page 5 of the Office Action, claims 1-14, 16 and 21-23 are rejected under 35 USC §103(a) as being unpatentable over Wentworth (5,547,226) in view of Hicks (5,359,387) and further in view of Johnson et al. (5,060,980). In paragraph 4 on page 9 of the Office Action dependent claims 17-20 are rejected under 35 USC § as being unpatentable over Wentworth in view of Hicks and Johnson et al. and further in view of Kawai et al. (6,043,866). Applicants respectfully traverse the rejections.

Nelson fails to teach or suggest at least a plurality of instruction forms each having machine-readable code to associate each of the plurality of instruction forms with a separate label and to provide information to each customer provided hard copy image associated with the separate label. Rather, Nelson discloses reading magnetic code of inserts contained in envelopes for sorting the envelopes. Col. 4, lines 58-61; Col. 1, lines 25-30. Nelson also discloses human readable instructions printed on a card explaining how to use the device. *See* Fig. 1. Further, Nelson fails to teach or suggest at least one order form having machine-readable instructions to associate one or more of the separate category of customer provided hard copy images with at least one good or service and for ordering the at least one good or service.

Wentworth fails to remedy the deficiencies of Nelson as Wentworth fails to teach or suggest at least a plurality of instruction forms each having machine-readable code to associate each of the plurality of instruction forms with a separate label and to provide information to each customer provided hard copy image associated with the separate label. Wentworth merely discloses a filing system for storing, organizing and handling documents. In particular,

Wentworth is directed to a container 11 such as a file cabinet in which hanging folders 12 are provided. Col. 3, lines 22-25. Inside each of these folders documents may be placed. Wentworth also discloses the use of color in which the same color folders contain the same related matter. Col. 3, lines 30-33. Further, Wentworth discloses icons that represent either a location of information or a cross-reference to another file. Col. 3, lines 56-62. Wentworth does not disclose machine-readable code. Further, Wentworth fails to teach or suggest at least one order form having machine-readable instructions to associate one or more of the separate category of customer provided hard copy images with at least one good or service and for ordering the at least one good or service.

Hicks fails to remedy the deficiencies of Nelson and Wentworth as Hicks also fails to teach or suggest at least a plurality of instruction forms each having machine-readable code to associate each of the plurality of instruction forms with a separate label and to provide information to each customer provided hard copy image associated with the separate label. Rather, Hicks merely discloses a combined print and order form for ordering an image product package in which marks made on the order form by a user can be machine readable. Col. 4, lines 21-26. Further, Hicks fails to teach or suggest at least one order form having machine-readable instructions to associate one or more of the separate category of customer provided hard copy images with at least one good or service and for ordering the at least one good or service.

Johnson fails to remedy the deficiencies of Nelson, Wentworth and Hicks as Johnson also fails to teach or suggest a plurality of instruction forms each having machine-readable code to associate each of the plurality of instruction forms with a separate label and to provide information to each customer provided hard copy image associated with the separate label. Rather, Johnson merely discloses a system for creating and interpreting a form. Col. 4, lines 9-11. Johnson discloses that encoded information on a form relates directly to modifiable fields on the form. Col. 7, lines 32-37. Further, Johnson fails to teach or suggest at least one order form having machine-readable instructions to associate one or more of the separate category of customer provided hard copy images with at least one good or service and for ordering the at least one good or service.

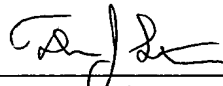
Thus, it is submitted that further consideration of claim rejections under 35 USC 103(a) upon the citing of the fifth applied prior art reference to

Nelson is moot, inasmuch as the combination of Nelson, Wentworth, Hicks, Johnson and Kawai still lack any teaching, disclosure, or suggestion concerning a plurality of instruction forms each having machine-readable code as previously discussed.

Therefore, in view of the above remarks, Applicants' independent claim 1 is patentable over the cited references. Because claims 2-23 and 53 depend from claim 1 and include the features recited in the independent claim, Applicants respectfully submit that claims 2-23 and 53 are also patentably distinct over the cited references. Nevertheless, Applicants are not conceding the correctness of the Office Action's rejection with respect to such dependent claims and reserve the right to make additional arguments if necessary.

In view of the foregoing it is respectfully submitted that the claims in their present form are in condition for allowance and such action is respectfully requested.

Respectfully submitted,



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If the Examiner is unable to reach the Applicant(s) Attorney at the telephone number provided, the Examiner is requested to communicate with Eastman Kodak Company Patent Operations at (585) 477-4656.